

REMARKS

Claims 1-5 and 7-11 remain in this case. The issues raised in the outstanding office action will be addressed in the same order they appeared.

1. The abstract was objected to on ground of form. A substitute Abstract is provided which overcomes all of the objections raised.

2. Claims 5 and 7 were objected to for certain terms not consistent with corresponding terms in Claim 1. Claims 5 and 7 have been amended to rectify that issue with the term "through holes" added in Claim 5 and "front" added in Claim 7.

3. Claims 1-5 and 7-11 were rejected under 35 U.S.C 103(a) as being unpatentable over Webster in view of Sperandio, with the argument that Webster discloses all the elements of Claim 1 except for a plurality of ring-shaped pony holders extending through a wire such that the pony holders hang below the card in plans generally perpendicular to the panels of the card.

Sperandio is cited for "single ring-shaped holder on the wire".

The rejection, as presently understood, asserts obviousness to modify the Webster wire to include a plurality of ring-shaped holders (of Sperandio) for the purpose of displaying multiple ring-shaped holders and pendants attached to them.

This rejection is respectfully traversed as follows. First, the chart below illustrates the significant differences between Claim 1 and Webster.

Claim 1	Webster
1. the support <u>loop 14</u> supports and holds the pony holder 16 (the <u>displayed articles</u>)	1. the wire <u>loop 12 is</u> a necklace, the <u>displayed article</u>
2. the support loop 14 extends in the tunnel-like neck portion 22, the loop defining a plane generally co-planar with the plane of the panels 18 and 20 that form card 12. Support loop 14 is confined by the neck 22 to remain co-planar with the card.	2. wire 12 (necklace) is free to twist and rotate 180° in either direction while it traverses aperture 18, and thus cannot be coplanar with card package 10.

Sperandio differs from Claim 1 as follows.

Claim 1	Sperandio
1. support loop 14 and the card 12 <u>lie in the same plane.</u>	1. necklace (the top element) lies in a first plane, and the support ring (supporting the pendant at the bottom) lies in another plane that <u>cannot be coplanar</u> with the necklace.
2. the articles (pony holders 16) lie in a plane generally perpendicular to both the plane of the support loop 14 and the plane of the card 12	2. the pendant (at the bottom) is likely to lie in the same general plane as that of the necklace.

The above-referenced rejection of Claim 1 argues that the Webster device could be modified from teachings in Sperandio, to result in a structure that meets the terms of Claim 1. Applicant respectfully submits that no combination of Webster and Sperandio could result in the Claim 1 structure under 35 U.S.C. 102, and furthermore that the proposed combination would not be obvious under 35 U.S.C. 103.

Claim 1 requires the support loop 14 to lie in the neck 22, where the plane of the support loop and the plane of the card are coplanar. This cannot happen in Webster or Sperandio, because the loop 12 traversing the aperture 22 (in Webster) or the bore of the ring (in Sperandio), necessarily lie in a plane never coplanar with the plane of the card.

In Claim 1 the pony holders lie in planes generally perpendicular to the plane of the panels (the card).

The rejection proposes "to modify the Webster wire to include a plurality of ring-shaped holders for the purpose of displaying multiple ring-shaped holders and pendants attached to them."

To follow this proposal in the rejection, one must consider from Sperandio the single ring-shaped element with a pendant hanging thereon, then attach a plurality of these ring-shaped element plus pendant combinations to "some part of the Webster device". If the rejection means to remove the necklace 12 from the card of Webster and to substitute a plurality of the Sperandio combination rings with attached pendants, the result will be a plurality of rings to support an equal plurality of pendants which is quite different from the Claim 1 structure of a single support loop to support the plurality of pony holders.

If the rejection means to attach the plurality of ring-pendant combinations to the single loop necklace 12 of Webster, the result will be hang jewelry onto jewelry.

Furhtermore, in none of these possible arrangements will the pony holder on display lie in planes all generally perpendicular to the plane of the display card.

Claim 1 is not a particularly broad claim, but it does define a concept that is not disclosed in any of the cited prior art references and that would not be an obvious combination of these references. The Claim 1 device is simple, yet effective to occupy very little space which is precious and costly in chain stores and superstores, where these display packages are hung on pegs or racks, to display the products clearly and attractively below the card.

The differences, distinctions and arguments presented above are believed to be directly applicable to the rejections of the remaining claims 2-5 and 7-11, since all of these claims depend on Claim 1 and all include the limitations of Claim 1 which are believed patentable over the cited prior art.

New Claim 12 has been added to define a package closely similar to that of Claim 1, the only difference being that "the plane of each pony holder is not coplanar with the plane of the panels (the card)", for reasons discussed above. As seen in Fig. 1, support loop 14 is coplanar with card 12, and pony holders lie transversely of support loop 14 (and of card 12) and thus cannot be coplanar with these planes of support loop 14 or card 12.

In view of the above amendments and arguments herein, reconsideration and favorable actions are respectfully solicited.

Respectfully submitted,
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